olume XIV Chicago, Ill., September, 1937 Number 6

The Liberalist

Wide Walls

Give me wide walls to build my house of Life—
The North to be of Love, against the winds of fate;
The South of Tolerance, that I may outreach hate;
The East of Faith, that rises new each day;
The West of Hope, that dies a glorious way.
The threshold 'neath my feet shall be Humility;
The roof—the very sky itself—Infinity.
Give me wide walls to build my house of Life!

—Anonymous in "Cheerful Letter."

Published monthly by

The Peoples Church

CHICAGO

Ten Cents a Copy

One Dollar a Year

Modern Pipe Organ Chapel Available At No Additional Charge—Air Conditioned For Your Comfort

KRAUSPE FUNERAL DIRECTORS

3905-07 Lincoln Ave. *Lakeview 0529*

SPECIAL LOW PRICES TO CHURCH MEMBERS AND FAMILIES

DR. E. A. FRANKEL

DENTIST

9:30 A.M. to 8 P.M.—Sunday by Appointment—"Over 21 Years in Practice"
5023 BROADWAY (Corner Argyle) Phone: LONGBEACH 2523

SINGING KETTLE

Now In Our New and Enlarged Quarters
"OUR MOTTO"—To serve you the best of foods at moderate price.
BREAKFAST—LUNCHEON—DINNER—Try Our Delicious Home Baked Pies
Phone Edgewater 1789 *5012 Broadway*

ORIGINAL MILANI

L. MILANI, Manager

Italian Restaurant and Spaghetti House

FAMOUS FOR ITS FOOD FOR 25 YEARS ON NORTH SIDE

5250 Broadway *Phone Edgewater 6556*

SHERIDAN PLAZA GARAGE

Storage—Lubrication—Washing—Repairs

COURTEOUS SERVICE—ABSOLUTE SAFETY FOR YOUR CAR

Phone Sunnyside 3996 *931 Wilson Ave.*

Office Phone: LONGBEACH 1053 Res. Phone: HOLLYCOURT 0205
HOURS: 10-12 A. M.—1-5 and 7-9 P. M.
No Wednesday Evening Hours

DR. DOUGLAS F. LINQUIST

Surgical Chiropodist—Foot Specialist

Electric Treatments

Mutual Insurance Bldg.
Suite 419

4750 SHERIDAN ROAD
Cor. Lawrence

DENNER PRINTING & OFFICE SUPPLY CO.

Everything for the Office, Most Complete Office Supply Store on the North Side

PRINTING AS YOU WANT IT—WHEN YOU WANT IT

4474 Broadway *Phone Longbeach 7505*

Same Location for 25 Years

Telephone LONGBEACH 2100

VISIT
THE ENLARGED

NEW LAWRENCE HOTEL RESTAURANT

SUNDAY DINNERS

75c *and* 85c

1020 Lawrence Ave.
UPTOWN CHICAGO

"Just Like a Fine Club"

THE LIBERALIST

Preston Bradley ..... **Editor**
Grace Thayer Bradley ..... **Associate Editor**

Volume XIV Chicago, Ill., September, 1937 Number 6

OPENING SERVICE

26th Season

●

PEOPLES CHURCH

941 Lawrence at Sheridan

●

Sunday, September 19th, 1937. 11:00 a. m.

●

PRESTON BRADLEY

Will Preach

Subject

"EUROPEAN IMPRESSIONS"

Entire Service Broadcast by WJJD

●

All Members, Friends and Radio Listeners Especially Invited

Dr. Bradley will Speak for the Next Three Sundays on His Summer Travels Abroad

FROM DR. BRADLEY

To the Friends, Members and Radio Listeners:

Summer is over. How it has passed so quickly is a mystery! It seems incredible that I am seated here at my study desk on Black Duck Island writing an opening message for our September Liberalist.

It has been a summer of wide variety for me. The details of it I shall give from time to time in my sermons, articles and broadcasts. I have travelled many thousand miles by land and sea. Have had some interesting experiences, met many significant people, witnessed several unusual incidents, read some important books, lost by visitation of the Great Messenger some dear friends, tramped many a mile over a portage, caught gamey and incomparable fish, sailed on little rivers and great oceans, watched porpoise at play and whales spout, have listened to the music of English night-in-gales and Minnesota white-throated sparrows but of these matters you will hear more anon.

Just now my thoughts are of Chicago and our beloved church. I am asking myself again and again on these closing days of summer—"what can I do to make our church a greater influence for peace, happiness and well-being in these days of chaos, consternation and confusion?" The whole world seems topsy-turvy. Intolerance, hatred, war, crime, jealousy, anxiety, weird theories and strange doctrines all working havoc throughout the entire fabric of society. Labor unrest, financial oppression, stupidity and self-blindness are all about us. For one who still persists in holding to certain ideals in the midst of these realities an opportunity exists, which to miss will be nothing short of deep tragedy. I am determined to spend my strength of body and energy and mind in holding high the white banner of the year which is before me in tolerance, brotherhood, peace and fellowship. I may become at times almost a solitary voice in this rapidly changing world but I will not be alone. In every country, among all kinds of people, in every kind of society there are many who still believe that man can make a better, a safer and a happier world.

I am determined to have no place in my year's work for the petty or inconsequential things. We are in one of the great epochs of history. It calls and demands for great thinking and high courage. It needs constructive attitudes and unifying actions. Principles and not personalities must be first considered. Either the kingdom of friendship is possible for this world or the world itself and all it contains is a jest and a delusion. My whole winter's program is being constructed along these lines. I want to make our church such a dynamo of inspiration and creativeness that to miss one service will be a deep felt loss. I do not purpose to surrender to the materialistic voices of frustration and defeat. We are not on the threshold of another dark age and we are not going to enter another middle age.

Obviously, I cannot approximate these ideals for the year ahead without your attendance, your support, your loyalty and your help. On the threshold of my 26th year in our pulpit I am asking for these things. I will give the best I have. Many times I shall miserably fail, there will be moments of dark discouragement. My philosophy and approach may seem inadequate and futile, but I shall not falter in my purpose or deviate from my ideal. I want only one thing said of me after my work is done—"The world has more light, beauty, understanding and love because he lived."

I have written this frank and intimate opening message to you out of the deepest recesses of my heart. I hope you will understand and I have the assurance that you

will respond by attending our opening service Sunday morning September 19th, at 11:00 o'clock and every service possible all the year through. Let us have a memorable year together. I hope to see you at the opening service. May we be united in our common purpose. In all non-essentials may we practice tolerance, in all essentials unity and in all things, charity.

With appreciation and affection,

Your friend and pastor,

Preston Bradley.

MEDITATION

"Infinite Heart, we crave the ability of these lips of ours to frame sentences that will be sufficiently comprehensive to express our gratitude for this moment of communion and prayer and rest and worship, and yet the week has been such a busy one and the tasks have been very difficult and the responsibilities have been very great. Many human hearts and lives have felt that they had approached the valley of great decisions and have leaned upon us, there have been long, long miles of travel, there have been sleepless hours, and we are so grateful that we have this little moment out of which we can rest our tired bodies and refresh our jaded souls.

To those who are here, and those who are listening, might the wheels of life stop just for a moment, the sound and fury be silent for a second, the confusion and the chaos be at ease for just a moment while we open the windows of our best selves and admit that light which giveth strength, that beauty which giveth happiness, that love which giveth peace. Sometime might every heart, trying in every other way, trying every other way, find the true way back to the sanctuary of peace, of love and of beauty.

To all who are ill, all who are in institutions, all who are lonely, all who are tired and perhaps have tuned in to these words, somehow might they receive that peace and that hope for which they ask and dream, that inspiration that has tarried so long and have asked so frequently that they be applied to every relationship of life outlined in the beauty of a comprehensive prayer that if we all, of whatever faith, race, creed or religion would pray together, would help everyone. May we pray it this day as we have never prayed it:

'Our Father who are in heaven,
Hallowed be thy name.
Thy kingdom come, thy will be done
On earth as it is in heaven.
Give us this day our daily bread,
And forgive us our debts
As we forgive our debtors,
And leave us not in temptation,
But deliver us from evil,
For thine is the kingdom, and the power,
And the glory, forever and ever,
Amen.' "

"SOME RADIO EXPERIENCES"

Sermon by Dr. Preston Bradley, Pastor of The Peoples Church of Chicago, May 16th, 1937

"It takes very little effort for me this morning to recapture, after more than thirteen years, the spirit which was in my heart and just how I felt that first morning when I walked into our pulpit and faced a microphone. Radio broadcasting those days was in its romantic stage, most of the listeners at that time were listening in on crystal sets. It was at the time when we were getting rid of the earphones and we were picking up the radio programs through the loud speaker. I shall never forget the first one which we had in our home. It seems to me that it required a great deal of mechanical genius in order to operate it for it was very much a matter of adjusting gadgets. There was a lot of twisting and turning until finally after 15 or 20 minutes, when the program you were attempting to get was well under way, you might, with good luck and the grace of God, tune in. In those days very few people had radios compared to the number of people who have them now. The whole industry and enterprise was in its infancy. I think that there were then very few people who envisaged the institution of power and of opportunity which the radio would certainly create and inevitably develop.

I remember when I first approached the matter to my Board of Trustees of the Peoples Church that it would be a great plan to go on the air if we could find a station through which we could broadcast. It was in a very experimental stage and many churches utterly opposed it. One of the last churches to surrender and broadcast its religious services is our friend the Roman Catholic. It was the last church in the ecclesiastical broadcast to finally put their services on the air. It is rather interesting to see how the early churches which did broadcast were quite severely condemned by a great many people. I know that the first letter that I received was a criticism of the church daring to broadcast their services! If people wanted to go to church, they should attend, you could not worship God over the air and you could not get any inspiration by tuning into a radio. That criticism, of course, has been practically eliminated and is no longer an objection to the broadcasting of religious services, but my Board said to me: 'Well, we don't know how we will finance it,' it was rather expensive even then just as it is now. Our radio bill runs between $6,000.00 and $7,000.00 a year. A great many of our radio listeners seem to utterly forget it. I am sure many of them would remember it in a more concrete way if they realized it. I hope you are not thinking me commercial, what we expect is that the radio listeners will pay for the expense of broadcasting our services, including this one. But my Board said: 'If we do broadcast the services, nobody will come to church and it will hurt our attendance.' I have always believed that there was a certain valid argument to that attitude, and I still believe it is valid. The difference in the size of the audiences between the morning and evening services is certainly an affirmation of that truth, for at our evening services it is almost impossible, during the winter season, to get a seat in the church auditorium and the service is rebroadcast in the church building to Channing Hall with a seating capacity of 400 people which is usually filled with an audience listening to the service through loud speakers. That

service is not on the air. There are a great many people who would probably not come to that service if they could hear it on the air. I think the excuse is valid that there is an opportunity for people to remain away from a service which they would make an effort to attend if it were not broadcast. However, it is offset by the other opportunities of radio and I hope the time will never come when the church will find it necessary to leave the air. We are almost the last now of the group of churches who started broadcasting within four or five years when we went on the air, and during these years of constant change, when everything is changed, everything, everything that touches life has undergone a vast change, still the opportunity for broadcasting is probably the greatest opportunity for good and at the same time the greatest responsibility in a changing order that any individual could possibly have. It is a responsibility which the present broadcaster feels very deeply and increasingly.

Now, of course, the romantic aspect of radio is passed. I mean by that that the romantic character of radio is pretty largely a thing of the past unless you get into the international events like the coronation of a king and queen, or the mighty conquest of the air given to the world again by Mr. Merrill, or some great outstanding international episode which brings it especially to our attention. Even those radio stations which have equipped themselves with vast audience rooms and auditoriums find it necessary for them to have outstanding programs in order to attract people. Most of the people have lost interest in the romantic side of radio. We are settling down to accepting radio on the basis of excellency and those who do not realize that I am quite sure are not well informed on what is happening in the field of radio. Only quite recently, within the past few months, I heard a gentleman say, who has an account of over one million dollars in radio advertising, that his company was ready with a million dollars for any individual who can tell them of a new idea in radio advertising. The listening public are gasping and advertisers are hysterical in an effort to find some new appealing point of interest in radio. They have tried everything from life under the ocean to singing mice, they have tried everything up one side and down the other and it is well to remember to the everlasting credit of the American listener that those programs in radio which are superlative as to their content and to their artistry in the field of entertainemnt or information are today the one sure program that maintains interest on the part of the listener. The cheap, shoddy efforts that appeal to what they think is a classified intelligence of the American people, equivalent to a ten-year old child, are literally gasping for breath. Radio advertisers and sponsors are beginning to see that this is the truth that the radio, the greatest educational force that has ever been released in civilization, is not going to be prostituted by cheapness and vulgarity. That the final affirmation and the final judgment will be determined by the listener, by those who respond to the type of material and the kind of program that is given to them over the air until we are beginning to see that the better programs in the field of music like the symphonic orchestras, the broadcasting in the work of the theater being done by several unusually high class broadcastings of radio dramatics in counter-distinction of all the incompetency and the high sales pressure attitude and all of these aspects that are so irritating to everyone who listens, almost without exception. I expect that radio within the next 18 months will probably undergo a greater change than any other institution in our modern society.

The greatest value of radio, after all, in a democracy, is in the field of education, if democracy is to be preserved, because it is capable of educating its people and any institution that refuses that responsibility is a passive menace of the preservation of the society itself. One of the greatest inspirations of radio and one of the greatest values, and ,of course, you will remember that I am speaking of those broadcasts which are of an educational character and not merely sales talks or not merely an advertising feature, I am speaking of those broadcasts most of which are sponsored by worthwhile advertisers and institutions, are those broadcasts of an educational character.

Now what has radio done in its relationship to the preservation of democracy in our western world that no other agency could possibly have accomplished? Well, I think it is entirely in the realm of tolerance. Many Protestants have heard for the first time in their lives Roman Catholic priests on the air in a discussion or in an address, and many Roman Catholics for the first time in their lives have heard Protestant ministers and Jewish ministers, and the old safeguards which individual churches erected about themselves for the protection of their members is entirely broken down with radio. No church is powerful enough to maintain a censorship of the radio. That is an aspect of this question which a great many people neglect and do not consider, but I know that there are people who have listened to various points of view in the discussion of important problems and questions which have arisen since the radio, during the last 15 years, that they never would have had the information or ideas or never read, because they are not readers, that they never would have studied them through definitely by beginning with a thesis and then working out a problem, never in the world, but which radio had given them easily. We have the opportunity of hearing more sides of all questions than we possibly could have had in any other way, and when we hear Catholics, and Catholics hear Protestants, and we both hear Jews, and when we hear various varieties of political philosophy ennunciated in vibrant political campaigns, then it was that America was given an opportunity for an understanding of what constitutes the real truth out of all this mass of propaganda, for propaganda it is. Everyone is finally a propagandist and there isn't anything but propaganda now, we are all propagandists of one thing or another. If you are so disposed to sit for a moment by your radio and are sufficiently removed from bigotry that you will listen to a man with whom you utterly disagree and will not in a moment of reaction switch off the radio and write him a letter and not hear him through, but if you are a discriminating listener, if you are truly sincere in a desire to know and hear another man's opinion and to discuss among your friends the opinions with which you do not agree and which may not represent your own point of view, then radio is the greatest power in democracy. I believe in the field of education every theory, every philosophy, every aspect of any problem should be freely discussed, freely so, for it is only by such interchange of ideas that any of us finally arrive at the truth.

But outside of this specific angle which I have not time to exhaust, because it is an interesting phase, there is another phase, of the influence of radio in society quite removed from its educational or cultural influence, and that is increasing the opportunity of helping people who could not possibly have had any physical contact with one's institution or one's work without it. I feel that that perhaps, after all,

from our point of view of a church broadcast, is the most important point of view of all, and about these influences there is no conjecture, they are a matter of record, I have in my files since 1924 literally thousands of communications from individuals, of circumstances and events that have come into their lives that because of the opportunity of the radio and the broadcasting of the services of this Church that have directly resulted in an entirely changed life and an entirely changed outlook and in a rehabilitation of many careers that seemed to have been almost permanently defeated and destroyed, until that opportunity has been one of the greatest opportunities that I think could possibly be associated with the work of broadcasting.

I know that in moments of great interest, like a presidential campaign, or where there is great enthusiasm over certain subjects, and I know that the graph of interest indicates definitely to me that there are certain cycles of public interest, I know that they come and go, this thing called human interest. I know that there are certain types of people that without that sense of human interest have no other interest, there are certain people who are enthusiastic about one only if he is substantiating their own individual theories, but the moment he says something with which they do not agree off they go on a tangent. I had a man last winter who heard a broadcast and who was 100% for me, he wrote an enthusiastic letter in which he enclosed a check for $25.00, and every few weeks I would get a letter from him, but I said something in my Thomas Paine lecture that displeased him and he wrote me the most scathing letter which I have ever received in which he said: 'I will never send you another cent and I am going to tune in to another broadcast' but he may be listening in to this one, he may be a cheater, for you cannot check up on that.

There is always this aspect of it which to the broadcaster must ever be taken into consideration, for if one is to be true in their radio work one must be just as true to themselves and to their point of view in their pulpit, there can be no lowering of standards to meet the individual whims of anybody on the basis of liking or not liking, the only value is entirely dependent upon the sincerity of our own convictions, and there is nothing that so reveals the false note as the radio. That is the reason why men have come into the field of radio, have flourished for three or four years in spectacular careers, have sometimes excited a whole nation and people have talked about them and said: 'There's the saviour of the world!' and then he is found to be made of clay and goes about his way somewhat forgotten and neglected, for all the psychological assistance that a speaker has from a visable congregation does not exist over the air. The entire ensemble of the speaker, his ideals, his personality, his spirit, and above all, his sincerity, can be revealed over the miracle of radio where it would not be detected in any other way, for the listener does not have the sight of the speaker nor can he crystallize the value of psychology where the people are associated together and see the speaker, the listener is sitting before his radio in the environment of his own home, there is nothing to detract his attention and the speaker must not only be convincing and brilliant but his talk must ring with a quality of sincerity that the radio alone is capable of revealing in its accuracy. That is why a great many people fail in radio, for strange as it may seem, without vision nothing reveals personality more than a microphone and radio personality is the most difficult personality in the world to acquire or develop, and sometimes I think there is no such thing as acquiring it.

Sometimes I wish that I could understand the art of broadcasting properly with the technique which I admire so much in several men which I could mention which are superb in their radio technique and who do it quite without any effort at all but are able to transfer personality and the spoken voice, the tone, the quality, the ring, the resonance, there is something about the human voice! Some of you have had that experience on the telephone in speaking to people that you have never seen. In your first conversation with them you will form impressions and there will be impressions from the voice, for the voice is one of the great revealers. Now, with me in my broadcasting work here in the Peoples Church of Chicago, it has never been anything more than picking up the service which was primarily planned and designated for the audience present, therefore many criticisms could be properly levelled against our broadcasting. Listeners must always remember that I am speaking to a vast congregation of people which I can see and that speaking with a technique effective for a studio is frequently denied me, and therefore when I receive letters saying that they wish that I would not speak so loudly at times, and wish that I would not do this and that, I wish that listeners would remember that I am speaking under entirely different conditions than the usual speakers in a studio. The radio station picks up the entire service.

I have had this experience in my contacts with radio listeners and that is that listeners who become familiar with the voice of a radio personality feel perfectly free in approaching him either by correspondence or personally, like an old friend, and I like that. I am constantly meeting people, night after night in the work which I do everywhere, who say to me: 'I have never met you before but I feel that we are old friends.' The radio listener listening to the broadcast develops that spirit of friendliness toward the speakers..

But have you ever thought of it from the other point of view? Of the one who has been doing the broadcasting? Every little while I meet people on the street here at home, in Chicago, that I have not seen for a long, long time, people that I perhaps know and know rather well, and people whose friendship I really esteem, and they know that I am speaking three times a week during the season in this church, and sometimes, deep down in my heart there is a little hurt that I never see them, and they will say to me: 'You know what you said last Sunday rang true to what I have known in my own experience,' and I have to stop and think and then I say to them, 'But where were you last Sunday, I did not see you in church?' 'O, I was listening on the radio, I never miss,' but when they begin to argue with me and tell me something I have said, then I know that they are absolutely honest in their observation. Have you ever stopped to think in broadcasting, that people who are hearing you feel that they know you and have been able to develop almost a biography on the little things that you have said, and they may feel that they like you and love you and have been inspired by you, but at the same time you never thought that perhaps sometime the speaker, the broadcaster, needs to have the equation made real by you giving him an opportunity for him to know you too, for him to look into your eyes. Sunday after Sunday, year in and year out, I have seen broadcasters come and go by the score since I have been in this church, and since I have been broadcasting I have never desired to become sensational or spactacular in my broadcasting. In the work of this church we have always sought for a normal, steady maintenance of interest

rather than a flare up of sensationalism and have it all die out. That is why in the treatment of themes I have not persisted in the discussion of highly controversial aspects of life which make a man bitter enemies and at the same time they make him good friends.

I have taken this as an opportunity, if any effort which I have made, and if any sermon which I have preached, as an opportunity to help some individual life in the problems which they are facing and meeting, and while I have always had decisive opinions in the industrial, economic and political aspects of our comtemporary problems, and while I know one can create a lot of excitement and fury, I have seen these orators come and go and I would rather go on year in and year out trying to help in the intricate task of an increasingly intricate age by being constructively critical than I would by being temporarily dynamic or dramatic. I have seen the destructionist pass and only the constructive effort remains. That is why I enter no controversies with my fundamentalist brethren who are constantly attacking me and who have been seeking to embroil me in the theological area of personal beliefs. That is why I plead and maintain a respect on the basis of tolerance. I do not ask for myself anything which I deny to another, and if I stand for freedom of the air, for tolerance of opinion, for the honest utterance of every individual who would disagree with me, if I make an effort to stand for those things, then, of course, I must demand that I be permitted them myself. That if I stand for this liberation of the human mind, and this tolerance between races and religions, then they must leave me alone! I have a right to my broadcastings, I have a right to my church, I have a right to worship as I choose, as long as I guarantee that right to everyone else who disagrees with me. Therefore, I have kept away and have let the myth increase, and I have let the lies go on knowing that lies never hurt and never permanently damage, and keep hewing at my task, hoping for anyone who tunes in, if for only one sentence, if they only stay for a moment, that they shall receive something that will make the day different.

Throughout the years I have made many friendships and contacts. I cannot tell you the thousands of people whom I have met in trouble where we were introduced by the radio. And the hundreds and hundreds of homes in these past years where I have entered for the first time when death was in that home and where not a solitary member of that family or in that home had ever seen me, and yet I have stood by them in their trouble and buried their sacred dead. Every week of my life I am preaching funeral sermons for people I have never seen, for families with whom I have never been, and I never refuse them whatever help or comfort I can give. Sometimes when I am so physically exhausted that I can hardly pull myself together I answer the call. Whether it is a humble dwelling or a palatial home makes no difference to me. And the sick people with whom I have talked for years over long periods of illness, it has been my privilege to visit them by the scores and hundreds, and I would rather have that influence on the radio than be a member of the passing show. I would rather have that influence than just being the destructive critic. I would rather have that influence in radio than a spasmodic flare-up and then have it all die out by lack of sustenance. Whether you have one political administration or another, whether you have one kind of economics or another, whether you have one situation or another, finally and basically, you have always human life, that we are finally human beings with human problems and human tears and human

struggles, and my responsibility here is the responsibility to all people, and I have never made one distinction, and I never will. I am the compromise candidate on all things in this city of one sort or another. Just the other day I married a Roman Catholic boy and an orthodox Jewish girl. When I arrived the relatives on one side were all standing with their hats on, while on the other side they were counting their rosaries, and I stood between them doing neither one, marrying the young people.

I have been constantly called into funeral services where the family cannot agree, one wants a Lutheran minister and the other wants an Episcopal one, and they have to have a compromise candidate and someone says, 'Get Doctor Bradley.' I get into all sorts of situations that you could not believe unless you were behind the scene. You have no idea of the variety of situations which one meets in these homes which I increasingly experience. A woman the other day whose husband had died, he was a disreputable individual, a drunkard, would not pay his debts, ignoble character, could not find a preacher to bury him. She went all over the neighborhood and they all refused, and the last one said to her: 'Why don't you ask Dr. Bradley of the Peoples Church, he will bury anybody?' She became quite excited and said, 'I will not ask that man to bury my husband, the man who does that has got to believe in a literal hell,' which really wasn't so bad. But these personal contacts which I have been telling you are just little personal things that come so unexpectedly.

I do a great deal of traveling and I spend a great many nights on Pullman trains and some of the best friends I have met traveling up and down the country are the Pullman porters, and it is surprising to me the listeners we have among the Pullman men. I do not try to be sophiscated by calling a Pullman porter 'George' when his name is not George—I would like to stop this brazened sophistry. The Pullman Company has put the name of the porter in charge on the side of the car and he is entitled to being called by his correct name, and many of these porters bring me books, and write me letters. The other evening I was going to Mendota to give a lecture and I went into the Burlington diner. I wondered why the office was persistent that I take that train. I arrived, and the steward escorted me to a seat, and there the bill-of-fare was in commemoration of the twenty-fifth anniversary of the Peoples Church of Chicago, and the menu had a picture of the Peoples Church on it and they served a delicious meal and then I tried to pay for the meal and I could not even pay for it, and that was a rarity in a dining car! After it was over the boys in the kitchen had baked a fine cake on which was written '25th anniversary' in the frosting and served to me in the dining car for dessert. Don't think I had a sense of real pride at that moment, they did not do it for any other reason in the world than that every person in that car was a radio listener.

It has been a great year. These years' interests have come and gone, listeners have come and gone, sermon tasters and those who demand certain dramatic and dynamic effects all the time, whose interest and loyalty are dependent upon catering to their own enthusiasms, these come and go, but the great rank and file of listeners which have been built up through all these years, more than a decade, of this responsibility, I have tried to face as best I could, white and black, red and yellow, Catholic and Protestant, Fundamentalist and Atheist, Jew and Gentile, I have consistently tried to help, and it is not asking too much, I think, on this Radio Sunday of this year, in asking that perhaps those who have

never helped themselves, who have never thought of it, there are men listening to me now, men well able, who are in successful business and are prosperous, with love and inspiration in their hearts, in assisting in trying to make this broadcasting permanent. There can be no finer benediction in this closing moment of my own little effort to help humanity along the way than granting you this privilege. I hope that the cost of the radio will never take this work from the air. We have no endowments, we have no rich men supporting this church, paying its bills, we go to our listeners and in thirteen years I have missed two broadcasts from the air.

And now for these remaining four Sundays, I ask your continuing co-operation and loyalty that there might be a broadcast, out of the confusion, the noises, the hatreds, religious and racial, that shall stand supremely for the Brotherhood of Man and the Fatherhood of God, that we can build upon this earth finally a Kingdom of Love, that mankind shall catch the gleam of a higher life, and when hatreds have crushed themselves into oblivion, **LOVE, LOVE SHALL REIGN SUPREME** and every human heart shall have undiminished opportunity to flower in the garden of humanity."

SUMMER PLEDGE

The Board of Trustees desire to express their appreciation to all who made pledges during June to assist the church in the necessary and inevitable expenses of the summer. The percentage of those who have been able to meet their pledge has been high. Some are still in arrears. The board plans their expenditure on the basis of these pledges. If you possibly can and have not done so will you kindly bring your pledge up to date? If for some unseen reason you are unable to complete or make payment will you kindly notify the church office? Perhaps this brief reminder will be all that is needed to bring your pledge to your attention. We hope so. Will you do your best? The church office has a complete record of your pledge and will be glad to give you any information about it. May we hear from you?

Board of Trustees.

CHURCH SCHOOL

The church school for Religious Education will open Sunday morning, September 19th, at 9:45. Channing Hall, Peoples Church building. There are classes for all ages. Parents are invited to attend with their children. If your children have no other church school association you will find our school a hospitable and inspiring one. Emphasis is placed upon the moral and ethical values of life. Nothing is taught which your children will discredit or discard in their maturity. The old orthodox absurdities, and idea which never ought to confuse a childs mind by their irrational and impossible character, are ever presented. You are invited to visit the school, observe its curriculum and character, before enrolling your children. A trained kindergarten teacher is in attendance and will care for the smaller children if you desire to attend the church service which follows the session of the school. The church office and Mr. C. W. Denicke, the superintendent, will be glad to give any information.

THE MEN'S CLUB

One of the largest and most active groups in our church is the Men's Club, with a membership of nearly 500 they hold an enthusiastic and inspiring meeting on the fourth Monday evening of every month. All men interested in the church, or who are radio listeners are invited to the meetings.

The first meeting of the fall

season will be held Monday evening, October 25th, at 8:00 o'clock in Channing Hall. Dr. Preston Bradley will be the speaker. His subject will be "The Labor Problem at home and Abroad." He will contrast the labor situation here and in Europe. Membership in the club is only one dollar for the season. This admits to all of the programs. Non-members are charged twenty-five cents admission. Refreshments and a social hour will follow the address. Let us make our first meeting a great homecoming event.

M. B. Hinton, President.

THE YOUNG PEOPLES CLUB

The seasons program and activities of the Young Peoples Club will be announced from the pulpit and by bulletin to the members in the immediate future. These details are not available as this copy goes to the printers. The club had a very successful season last year and are making more extensive plans for the future. All Young People are invited to attend the meetings and become members. A Sunday afternoon forum is being planned. The club aims to cover in its activities the whole range of interest of young people. The church office will furnish information concerning the club. Correspondence with interested young people is most heartily invited.

M. T.

CHURCH SEATS

There are many of our regular members and attendants who desire the same seat at the morning services. The Board of Trustees set aside 500 seats which are available at the small cost of $10.00 for the church year. Now is the time to make your reservation at the church office for next season. The fee is payable at your convenience. The principal thing is to get your reservation in early to be assured of the seat you prefer. The seats are held until five minutes before the Choir Processional which on many Sunday mornings prevents the necessity of arriving early for choice locations. Kindly write the church office or phone Longbeach 6878 and reservations will be made.

THE WOMAN'S CLUB

Officers of the Woman's Club have been mindful of club interests even during vacation days. Mrs. Pape has already called together her committee on Ways and Means to lay plans for the winters work and Mrs. Hermsdorf has been busy planning the programs for the coming season. The president, secretary and program chairman have spent much time in making up the year book and calendar to have everything in readiness for the opening of the club year.

This year the club will meet every two weeks instead of every Monday as formally. The meetings falling on the second and fourth Mondays of every month— From a little pre-view of the programs blocked out I am led to say that the meetings for the season of 1937-38 will be of interest to every woman in the church. They will be varied in their nature and on such a high order no member will want to miss a single meeting. The Woman's Club cordially invites every woman attending the Peoples Church (it is not necessary that you be a member of the church) to become a member of the Woman's Club and enjoy the fellowship and the educational and social activities of this organization which will celebrate its 25th anniversary this fall.

Dr. Bradley will be the speaker at the opening luncheon, October 11th, we are happy to announce, and it is earnestly hoped there will be a large attendance to welcome him.

Vacation days have sped rapidly by, and another summer has passed into memory. We hope everyone has had a rest and a

little trip somewhere that has brought them pleasant experiences that we will all enjoy talking over when we meet again. Let us make this a record year in the Woman's Club. May we come with renewed interest and happily carry on the work before us.

G. T. B.

THE ANNUAL BAZAAR

It is not too soon to announce that the annual church bazaar under the auspices of the Woman's Club will be held December 2nd and 3rd. Will you keep this in mind during the summer, on your vacation trips? In interesting shops perhaps you will find some article you will like to give this fall to the bazaar. Or for pick-up work at home on your porch plan to make something that will sell at the peoples church bazaar!

Remember too that there is always a pantry booth where jellies and jams and pickles are most desirable.

The radio audience has each year co-operated loyally with the church members in making the bazaar a success, and their help is deeply appreciated.

Dr. Bradley, the Board of Trustees and the Woman's Club cordially invite the radio audience and the members and friends of the church to take part in making the 1937 bazaar of The Peoples Church a notable one!

JUST BETWEEN FRIENDS

You are a contributor to the Church. Do you personally feel that you are getting your money's worth-

If so, then how do you arrive at the sum total of your pledge? Do you figure it out on a percentage basis of your entire income, or put down what you think will satisfy the needs? If your system is the latter, it is quite fair then to say that you do not go without anything you badly want, in order to give to the church.

Of course, you cannot join any club or fraternal order on that basis. Why does not the church fix its charge to you? Because the church is for all sorts and conditions of people, while clubs and lodges are a selected membership. And that places an obligation on everyone able to give. Scriptures state it thus—"Unto whom much is given, from them shall much be required."

So, counting in your amusements, your clubs, your vacation's and expenditures for luxuries it is not stretching the point to say that what you give to the church is but a drop in the bucket of your expenditures on yourself. If the church needs an extra financial life, you could probably meet your share of it without embarrassment or sacrifice.

What do you think of people able to give, yet who demand the services of the church in time of trouble or for the education of their children? Isn't it likely they have never thought the matter through, and do not see themselves as accepting charity, the charity of their church-supporting neighbors?

Well, we know a church, democratic in spirit, wide-reaching in its activities, blessed by hundreds of loyal families, teeming with children and youth.

And now, the call is going out to place that church on a sounder financial base than ever, to meet its obligations in full and provide a backlog against the time of necessary repairs and improvements.

If you know this church, and it means anything to you, the call upon your loyal co-operation will not be in vain. You'll thank its management for having told you of the need, and you will be happy to help make their plans a success.

So many people have an erroneous impression of just what a burial dress is, that perhaps a brief explanation will prove interesting and instructive.

When a loved one passes away, certain physical changes take place that make it impractical to use a dress designed for the living. If satisfactory results are to be obtained, the dress must be scientifically designed to give superior effects in the casket.

The Martha Burial Dress Company, a new advertiser, has made a long and careful study of the manufacture of dresses for this purpose. Their dresses are real dresses, with full length skirts and backs. Fine materials are used and the workmanship is unexcelled.

When a burial dress is needed, we suggest that you give Martha dresses careful consideration, as we believe that you will save money and secure far better merchandise.

The Martha Burial Dress Company is conveniently located at 3857 Southport Avenue, second floor.

WEDDINGS AND FUNERALS

Rev. Henry Clark, summer Assistant to Dr. Bradley Officiating
Weddings, August

7—Clyde C. Echelbarger, Mildred K. Becker

7—John Dorner, Mae Lemons

13—Rex M. Davis, Carol Roy Bain

14—Chester B. Langguth, Edith M. Colwell

14—Myles Havlicek, Minnie Gumbinger

21—Homer J. Tindall, Vivienne L. Henderson

21—Raymond H. Frederickson, Lorraine Nelson

Funeral, August

11—Kermit Applegate. Rosehill

CHURCH SEATS

There are many of our regular members and attendants who desire the same seat at the morning services. The Board of Trustees set aside 500 seats which are available at the small cost of $10.00 for the church year. Now is the time to make your reservation at the church office for next season. The fee is payable at your convenience. The principal thing is to get your reservation in early to be assured of the seat you prefer. The seats are held until five minutes before the Choir Processional which on many Sunday mornings prevents the necessity of arriving early for choice locations Kindly write the church office or phone Longbeach 6878 and reservations will be made.

THE LIBERALIST

Every month for the past 14 years we have published this little magazine. Each issue has contained a sermon as delivered from our pulpit and stenographically reported. Dr. Bradley uses no sermon notes and these published sermons are the only record of his message. Other articles by him and Mrs. Bradley appear as time permits. Altogether the magazine is well worth the one dollar a year for which it is mailed to any address anywhere. The cost of mailing is deducted from the annual subscription and the small balance goes directly into the church treasury to assist in the work of liberal religion. The advertisers make the magazine possible and we hope every subscriber will mention the appreciation whenever the opportunity is afforded. If you are already a subscriber why not subscribe for an out of town friend?

The magazine now goes in to most of the States, England, Ireland, Scotland, Australia, Denmark, Norway, Sweden and Canada. Why not help by renewing your subscription when it expires sending in a subscription to be sent to a friend. By an annual subscription the price of the sermons is reduced below ten cents each. Kindly send a dollar to the the subscription manager, May H. Harrison, Peoples Church, 941 Lawrence Avenue, Chicago, Ill.

DR. BRADLEY'S BOOKS

In commemoration of the 25th anniversary of the pastorate of Dr. Bradley Bobbs-Merrill, Publishers of Indianapolis and New York published the last volume written by Dr. Bradley entitled "Power From Right Thinking." This book is dedicated to the congregation of the church and makes a lasting memento of the anniversary. The book may be purchased in any of the better book stores, and department store book sections in this country. If you are not near a book store orders may be sent direct to the publisher at Indianapolis.

The two former books: "Courage For Today" and "Mastering Fear" are also available. The price is $1.50 per volume. These three books contain the philosophy of our pastor which in the spoken word have inspired and helped so many people. They occupy a place all their own in inspirational contemporary literature.

DECLARATION OF PRINCIPLES OF THE PEOPLES CHURCH

"The purpose of the church is to deal in plain terms with the supreme things in human life as measured by the rational conclusions of science and history. It seeks to promote a conception of nature, history and the meaning of life in accordance with the facts of experience and with the progress of growing knowledge. It is essentially religious, not in the traditional but in the scientific and ethical sense of the word. It regards religion as spiritual energy directing itself toward the enrichment of the individual life and the perfection of the social order. This church assumes the right of every one to think his or her own thoughts, and expects the greatest progress to follow from entire intellectual liberty and perfect freedom of judgment. It welcomes to its membership all who wish to co-operate in making a world which shall be enlightened by knowledge, guided by reason and animated by good-will."

DIRECTORY

THE PEOPLES CHURCH

AWRENCE AVE., Near Sheridan Rd.

Sundays—10:45 A. M.

Affiliated with: American Unitarian ssociation, Boston Western Unitarn Conference, Chicago; National Fedration of Religious Liberals, Chicago.

PASTOR

Preston Bradley

EXECUTIVE OFFICERS

Walter H. Hermsdorf, President
511 N. Francisco Ave. Irving 4141
Mrs. J. J. Reynolds, Vice President
550 Kenmore Ave. Longbeach 9160
Thos. A. Harrison, Sec'y.-Treasurer
41 Lawrence Ave. Longbeach 6878
May H. Harrison, Secretary
41 Lawrence Ave. Longbeach 6878

BOARD OF TRUSTEES

. W. Denicke
hos. A. Harrison
Valter H. Harmsdorf
. K. Anderson
. U. Gairing
Irs. J. J. Reynolds
V. M. Stickney
mil L. Roubinek, Jr.

WOMAN'S CLUB OF THE PEOPLES CHURCH

Mrs. Preston Bradley, Honorary resident, 1031 Bryn Mawr, L. B. 6878
Mrs. W. F. Pape, President
054 Waveland Avenue, Kildare 7099
Mrs. Alma Peirce, Vice President
325 North Shore Ave. Sheldrake 8838
Mrs. Ira J. Sweeney, Recording Secetary, 1519 Sunnyside, Rav. 2261
Mr. F. L. Matthews, Corresponding ecretary, 1461 Carmen, Edge. 5915
Mrs. J. F. Daley, Treasurer
343 N. Daven Avenue, Lakeview 2220

Directors

Mrs. Walter H. Hermsdorf, Mrs. Harry Brown, Mrs. R. A. Pellage

THE YOUNG PEOPLES CLUB

Roger Miller, President
23 N. Humphrey Ave.,
ak Park, Ill. Euclid 2123
James Code, Vice President
908 Eastwood Ave. Irving 2750
Jean Richter, Treasurer
421 Juneway Terrace Briargate 3724
Florence Weeks, Secretary
228 Winona Street Edgewater 0625
Marie Tilles, Corr. Secretary
355 Ridge Avenue. Edgewater 6768
Kenneth R. Ball, Finance Chairman
902 N. Rockwell St., Ravenswood 6625

COMMITTEE

Finance Committee

r. Thos. A. Harrison, Chairman
r. C. K. Anderson
r. E. L. Roubinek, Jr.

Church Service Committee

r. E. L. Roubinek, Chairman
All members of the Board assisting

Auditing Committee

Mr. Wm. M. Stickney Chairman
Mrs. J. J. Reynolds

Social Committee

Mrs. J. J. Reynolds, Chairman
Mr. G. U. Gairing

Contributions, Pledges and Seats

Mrs. Thos. A. Harrison

MUSICAL DIRECTORY

Emerson Abernethy, Choir Director
4757 Sheridan Road, Longbeach 0132
Burton Lawrence, Organist
Wilson Avenue Y. M. C. A.

SCHOOL OF RELIGIOUS EDUCATION

C. W. Denicke, Superintendent
936 Margate Terrace Longbeach 4328
Mrs. Thos. A. Harrison, Treasurer
941 Lawrence Ave. Longbeach 6878
Miss Leone E. Griffis
5007 N. Hermitage Avenue

JUNIOR WOMAN'S CLUB

Mary Hibbard, President
1506 Birchwod Ave. R. Park 1861
Mrs. Lillian Moore, Vice President
1833 Foster Ave. Ravenswood 0676
Lydia Isbrandt, Corresponding Sec'y.
1745 Roscoe Street
Betty Raybuck, Recording Secretary
1141 Wolfram St. Buckingham 3027
Eleanor Kline, Treasurer
4865 Magnolia Ave. Ravenswood 2712

NEW OFFICERS OF THE USHERS CLUB 1937

President, Gordon L. Davidson
1364 Wilson Avenue
Vice President, Frank Schleh,
1634 Chase Avenue
Secretary, Victor G. Miller,
4861 N. Paulina Street
Treasurer, William Cooke,
Belle Shore Hotel
Sergeant-at-arms, Stanley Kredler
4231 N. Oakley Street

MEN'S CLUB

Dr. Preston Bradley, Hon. President
941 Lawrence Ave.
Mr. M. B. Hinton, President
5031 N. Saulding Avenue
Mr. Felix Sattler, Vice President
New Viceroy Hotel
Mr. William Emrich, Secretary
5622 Wayne Ave.
Mr. M. O. Pfaff, Treasurer
6323 N. Francisco Ave.

THE LIBERALIST

Published montlhy by The Peoples Church.
Preston Bradley ..... Editor
Grace Thayer Bradley ..... Associate Editor
Mrs. Thos. A. Harrison ..... Subscription Mgr.
941 Lawrence Ave. Longbeach 6878.
The North Shore News Pub. Co., 7028 N. Clark St., Rogers Park 0220.
Mail all subscriptions to the Subscription Manager and all matters in regard to the advertising to the Publisher.

EASTERN AND IMPORTED MODELS
READY TO WEAR — CUSTOM MADE

ANNE BLUMBERG

HAND MADE HATS

A COMPLETE MILLINERY SERVICE AT MODERN PRICES

Phone Sunnyside 8322 *5122 Sheridan Road*

Between Foster and Winona

J. ROGER LINN EDWARD A. LINN

LINN BROTHERS

ESTABLISHED 1879

FUNERAL DIRECTORS

3415-3419 North Clark Street

All Phones Lakeview 0013

For Better Work and Service

ALLAN CURTAIN CLEANERS

Drapes, Shades, Silk-Lace Curtains
Cleaned — Tinted Celanese Specialist

1139 FOSTER AVE.
Phone: SUNNYSIDE 5599

EVERYTHING FOR HOME USE

SHERIDAN BAZAAR

Hardware and Kitchen Supplies

B. P. S. Paint
4654 BROADWAY
Phone: EDGEWATER 7146

J. W. PETERSEN COAL CO.

PETERSEN POCAHONTAS TRADE MARK

Coal of Highest Quality

IROQUOIS FRANKLIN COUNTY COAL

Plant No. 1
Division & Halsted Sts.

Plant No. 2
Devon & Ridge Aves.

PHONE DIVERSEY 4300—ALL DEPARTMENTS

"GOOD COFFEE THAT YOU'LL LIKE"

SKOOGLUND'S CAFETERIA

Home Bakery In Connection

Longbeach 3370 *1134-40 Wilson Ave.*

½ Block West of Uptown Station

BOOKS TYPEWRITERS

Now In Our New Location

OFFICE SUPPLY CO., INC.

4808 Broadway *Longbeach 3723-7440*

Greeting Cards for All Occasions

FOUNTAIN PENS DENNISON GOODS

FOR RUGS AND CARPETS

GO TO

GORDON'S

NORTH SIDE HEADQUARTERS FOR BIGELOW CARPET CO., GULLISTAN AND MOHAWK CO.—RUGS AND CARPETS

4826 Sheridan Road *Phone Longbeach 7389*

J. H. ANDERSON MONUMENT CO.

F. C. FREDRICKSON, Mgr.

5751 Ravenswood Ave.

Opposite Rosehill Cemetery

Phones:

Longbeach 4646-4647-4648

Bus. Phone: EDGEWATER 3079
Res. Phone: ARDMORE 0619
Refinishing—Recaning—Upholstery

ACE UPHOLSTERING CO.

5509 N. Clark Street

Living Room Suites Made to Order.
We specialize in furniture repairing and Cleaning

THOMAS TORKILSEN, Prop.

GLEN MAWR MARKET

GEO. J. BAUER, Prop.

1403 BRYN MAWR AVE.

Phone: SUNNYSIDE 3843

QUALITY MEATS

ROSS

JEWELERS

Repairing

We do it better and save you money

4810 BROADWAY

CASH FOR OLD GOLD

OUR ADVERTISERS PATRONIZE

ALICE HOME MADE CANDIES

Quality Candies At A Reasonable Price — The Best Sodas and Sundaes in Town Made with Chapell's Sealtest Ice Cream

Pop Corn—Pecan Caramel Corn

Owners—Swedish-American

4818 Broadway *Ravenswood 1044*

POLSEN-GLASER CO.

MOVING—PACKING—STORAGE—SHIPPING

Member Movers Ass'n of Chicago

Lakeview 1600-1601 *3554 N. Clark Stree*

BRYN MAWR FOOD SHOP

CARL SCHLIMMER, Prop.

1053 BRYN MAWR AVE.

Large Variety of Fancy Prepared Foods On Our Steam Table at All Hours—Complete Variety of Imported Liquors and Wines—All Grades of Beer

Phone: LONGBEACH 3989

ACE STORES

Broadway Hardware Division

Wholesale and Retail

HARDWARE AND PAINTS

4747 BROADWAY

Phone: EDGEWATER 1699

THE BUMP SHOP

Auto Body and Fender Repairing
Auto Tops Recovered — Auto Glass Installed—Frames and Axles Straightened Cold — Radiators Repaired
CHARLES EISENBERG

5332 Broadway
Phone: SUNNYSIDE 6584

HOLLYWOOD DAIRY STORE

1303 HOLLYWOOD AVE.

MILK—BUTTER
EGGS—CREAM
Phone: RAVENSWOOD 4039

ROBERT PATRICK PLUMBING CO.

(Not Incorporated)
Established 1898

When In Need of Plumbing and Heating Repairs Call

LONGBEACH 4678—4679

4445 BROADWAY

EDW. A. JENSEN

FURRIER

4643 BROADWAY
Second Floor

Phone: SUNNYSIDE 5588

Furs Made To Order—Remodeled Repaired, Cleaned, Stored — Prices Moderate—All Work Guaranteed

If You Want A Home Cooked Meal Come to

THE BRYN MAWR TEA ROOOM

5530 Winthrop

Special Chicken and Steak Dinners Served on Sunday from 1:00 to 8:30
Open Daily—7:30 to 8:30 P. M.

ARTHUR F. PEIRCE
REGISTERED DRUGGIST
1036 BRYN MAWR AVE.
Cor. Kenmore
Phone: EDGEWATER 1224
Delicious Home Made Ice Cream
Luncheonette Service

MARIE'S RESTAURANT

Good Food • Good Beer • Popular Prices

4803 Broadway *Phone Sunnyside 9090*

STUDIO FUR SYSTEM

(IN FUR BUSINESS SINCE 1904)

Any Fur Coat Remodeled Into 1938 Swagger or Jigger Style for **$15.00** and up

Old Furs Remodeled into Capes for .....**$5.00** and up

Fur Coats Cleaned, Glazed and Relined (With Our Lining **$10.00**

5521 Winthrop Ave. ***Edgewater 7712***

HOURS: 10 to 9—Mon. and Wed. to 6 P. M.

EVA MAE'S BEAUTY SALON

4555 N. Clifton Ave.

Cor. of Wilson, Opposite Cor. from Skooglund's

ARDmore 1162 for Appointment

Specialists in Machineless Permanent Waving
Other Permanents from $2.50 up

RUDIE ZELLER'S PURE OIL STATION

4357 Sheridan Road at Montrose

GAS, OIL, ACCESSORIES, GREASING and TIRES

Wellington 0433 ***—Phones—*** ***Bittersweet 6625***

H.D.LUDLOW

FUNERAL DIRECTOR

Fine Chapel With New Pipe Organ

Sedan Ambulance Service

Phone Fairfax 2861 ***6110 Cottage Grove Ave.***

ZEITKIN'S PHARMACY INC.

H. WEINSTEIN, R. Ph.

Pure Drugs—The Rexall Store

956 SHERIDAN ROAD, Cor. Argyle Phone: SUNNYSIDE 1883

ACE SLIP COVER AND DRAPERY CO.

MANUFACTURERS OF CUSTOM MADE SLIP COVERS AND DRAPERIES

Phone Edgewater 1814 *5709 Wayne Ave.*

NORTH SHORE LAMP STUDIO

Manufacturer of Gold Plated Boudoir Lamps — Mount Vases and Dresden Figures—We Repair, Remodel and Rewire Floor and Table Lamps Bronze and Dresden Figures

1937 SHERIDAN ROAD Phone: SUNNYSIDE 7827

AUTO BODY & FENDER CO.

Specializing In WRECKS AND COLOR MATCHING—All Work Guaranteed

Phone: LONGBEACH 9516 5416 BROADWAY

If You Appreciate A Saving Now in the Face of the Rising Fur Market—Call at

JOSEPH F. VERBORN
EXPERT FURRIER

REMODELING—REPAIRING

3930 Broadway *Phone Graceland 9886*

BRAKE SERVICE TIRE REPAIRS

WAGGONER SERVICE STATIONS NO. 4

Authorized United Motors Service

920 SHERIDAN ROAD

Phones: BITTERSWEET 9752—9753—7978

WE SOLICIT YOUR PATRONAGE

MONTHLY STORAGE WASHING—GREASING PRICES REASONABLE

THE JAMES RESTAURANT

AND

COCKTAIL LOUNGE

1035 Lawrence Ave. *and* *4757 Kenmore Ave.*

Our Steaks and Chops Are Broiled In Individual Pans in Their Own Natural Juices—Try Our Table d' Hote Dinners

Telephone Edgewater 0891

ANTIQUES BOUGHT and SOLD

WE BUY OLD GLASS, FURNITURE, CHINA, SILVER, DOLLS, PRINTS, IRON BANKS, ETC. FOR CASH

RIDGE ANTIQUE SHOP

5918 Ridge Ave. *Phone Edgewater 6468*

VACUUM CLEANER SUPPLY CO., INC.

VACUUM CLEANER SERVICE

WHOLESALE AND RETAIL

PARTS AND REPLACEMENTS

NEW AND REPOSSESSED VACUUM CLEANERS

Edgewater 1300-1336 *5079-81 Broadway*

RUBY KELLER BERTHA SCHEFTELS

RUBERTA MODES

DISTINCTIVE DRESSES

and HATS by JEROME MANDL

LONGBEACH 9766 1058 BRYN MAWR AVE

SHERIDAN PLAZA HOTEL

4607 Sheridan Road

at Wilson Avenue

One of the fine hotels in Uptown Chicago. A pleasant place to live. Courteous, prompt and efficient service.

Very Attractive Weekly or Monthly Rates

THE GOLDEN LION INN AND TAP ROOM

Superlatively good food and the finest liquors in unusually attractive atmosphere. Excellent service at very moderate prices.

The Golden Lion Inn and Tap Room has been created for the sole purpose of providing the most in cuisine and bar service.

EXCEPTIONALLY GOOD FACILITIES FOR

Weddings — Card Parties — Luncheons — Banquets and Meetings

MRS. M. DUPREY

Buckles and Buttons Covered, Button Holes, Eyelets, Hemstitching, Pleating, Glove Fasteners, Shirring, Cording

1347 CORNELIA AVE. **LAKEVIEW 5171**

MARTHA BURIAL DRESSES

are made by those who appreciate the sacredness of their calling. When a burial dress is needed, you will save money and secure better merchandise if you will SEE US FISRT.

MARTHA BURIAL DRESS COMPANY

Second Floor *3857 Southport Ave.*

Emil Lindberg Gust. Runnfeldt

TROJAN LAUNDRY

2834-36 BROADWAY

Near Diversey Pkwy.

Telephones LAKeview 1881—1882—1883

HEBARD
STORAGE WAREHOUSES, INC.

STORAGE
MOVING

LONG
DISTANCE
MOVING

PACKING
SHIPPING

Seven Storage Warehouses

Sheridan Rd. at Sheffield Ave.	Phone Graceland 0282
6331 Broadway	Phone Rogers Park 0282
Ogden and Winchester Aves.	Phone Seeley 0282

PATRONIZE OUR ADVERTISERS

OUR
FUNERAL
HOME

Corner Foster and Western Aves.

A quiet residential atmosphere prevails
about this Home for Funerals
Parking facilities are excellent
No charge for these improved accommodations

A very efficient
Ambulance Service
available at all times

DRAKE & SON
FUNERAL DIRECTORS
5200-10 N. WESTERN AVE.
CORNER FOSTER AVE.
PHONE LONGBEACH 6874

No connection with any other firm bearing the name DRAKE

Compliments

LAKE VIEW HOSPITAL ASSN.

4420 Clarendon Ave. ***Phone Longbeach 6500***

K I R O—Noted Palmist Now At

BY-WAY TEA ROOM

His interpretation of the lines in your hands will amaze and amuse you. Also Card and Tea Cup Readings FREE with Delicious Luncheons Priced from 35c to $1.50

4476 BROADWAY (1 Block S. Wilson Ave.) **ARDMORE 5501**

H. BIERBRAUER CO.

IN LAKEVIEW SINCE 1890

Cleaning Specialist—Silk and Lace Curtains

DRAPERIES—PORTIERES—BLANKETS—Fine Hand Work at Low Prices

3834 SOUTHPORT AVE. **Phone: LAKEVIEW 2249**

CHERI HAT SHOP

1132 Bryn Mawr Ave.

UNDER NEW MANAGEMENT

Hats Moulded to the Head for Miss and Matron
$3.00 and up

We Specialize in Bridal Veils and Bridesmaid's Hats

EVELYN WOLIN DESIGNER

MISS BUSHELL

"KICKERNICK" UNDERGARMENTS—GOLD STRIPE HOSIERY

HOUSE COATS—SMOCKS—ACCESSORIES—GIFTS

"Merchandise of Quality"

5552 Kenmore Ave. ***Longbeach 9160***

NEUTZ VAN & STORAGE CO.

1220 Bryn Mawr Ave.

Phone: LONGBEACH 3090

MOVING—PACKING—SHIPPING

BONDED FIREPROOF STORAGE

Baggage Transfer

Operated by Robert R. Worthen

HATS CREATED AND COPIED

Hats Made of Your Own Material to Match Your Dress or Suit—Any Style

THE SILVER HAT BOX

5553 BROADWAY

Margot Wanner, Exclusive Milliner

HATS

MORE GLAMOROUS THAN EVER

●

Our Autumn Collection is Complete . . . and Irresistible

●

MARTE'

1031 Lawrence Ave.

D. PRESTON GRIFFIN

ATTORNEY AT LAW

3020 BROADWAY

Phone: BITTERSWEET 1600

BADGER STATE POULTRY & EGG CO.

839-41 Irving Park Blvd.

Phone Bittersweet 2544

Sixteen Years in the Loop
Quality—Value Service

J. H. GARR

Surgical Appliances

Highest Grade Trusses, Abdominal Supporters, Elastic Stockings, Deformity Apparatus Made To Order and Fitted By Experts

Phone: LONGBEACH 1956

4732 N. RACINE AVE.

KMETTY'S BARBER SHOP

KALMAN KMETTY, Prop

5006 Winthrop Ave.

(Corner Argyle)

Phone Longbeach 2313

FOR AMERICA'S FINEST CLOTHING AT CHICAGO'S LOWEST PRICES
CHICAGO BUYERS RECOMMEND

THE ERIE CLOTHING CO.

—2 BIG STORES—

648 N. Clark Street *837 East 63rd Street*

Kuppenheimer — Hart, Schaffner & Marx — S. S. S.

THE BEAUTY NOOK

All Beauty Culture Services
At Popular Prices

WE SPECIALIZE IN PERMANENT WAVING
AND FACIALS

Longbeach 2125 *5662 Ridge Ave.*

OPENING ANNOUNCEMENT

LEON'S HAT SALON

MILLINERY EXCLUSIVE
BELLE-SHORE HOTEL
MISS LENA, Manager

1054 Bryn Mawr Ave. *Phone Sunnyside 9388*

LAKESIDE SERVICE STATION

HENNEMAN & WALSH, Props.

Lawrence Ave. at Clarendon

Stop in at Our Place when You Need Gas or in fact Anything for your Car
"Your Patronage Will Be Appreciated"
And You Will Be Delighted With Our Service

STANDARD OIL PRODUCTS
Pennzoil, Quaker State—ACCESSORIES—Tires, Batteries

WE SPECIALIZE IN RECOVERING

AUTO TOPS

SEAT COVERS MADE TO ORDER—WE REBUILD AUTO BODIES

BROADWAY AUTO TOP CO.

5447 Broadway *Phone Sunnyside 5689*

Modern Apartments and Stores For Rent

DAWSON BROS.

4757 Sheridan Road at Lawrence Ave.

Phone Longbeach 1088

Groceries for Particular People

SHERIDAN & LAWRENCE FOOD SHOP

BEER—WINE—LIQUORS—Lowest Prices

Open 6:30 A. M. to 2 A. M.—We Deliver

1013 Lawrence Ave. *Sunnyside 5262*

FOR LADIES EXCLUSIVELY

LAKESIDE SULPHUR BATHS

MARIE NELSON, Prop.

SWEDISH MASSAGE MOVEMENTS

KRUSE RECLINING CABINET
WHERE SMART WOMEN REDUCE

Daily Except Sunday 9 A. M. to 6 P. M.—Evenings: Tuesdays and Friday

Sunnyside 3326 *4724-30 Sheridan Road*

SEMI ANNUAL SALE

of

CHOICE ORIENTAL RUGS

A Very Fine Stock of the Finer Makes to Select From. Extra Fine Values.

Phone Longbeach 2400 and let us clean your rugs

Manas Torcom

4808 Sheridan Road near Lawrence Ave.
Longbeach 2400

KRUSE SERVICE STATIONS

Office: 4445 Sheridan Road ***Sunnyside 4700***

SHERIDAN DRIVE — CLARK & RIDGE
CLARENDON BEACH — LA SALLE—ONTARIO
ASHLAND—CLYBOURN — HUBBARD—ORLEANS
OHIO—FAIRBANKS — PALMER—CICERO
WESTERN—WINNEMAC—SUNNYSIDE

STERLING OIL

All Advertised Brands of Oil

STANDARD OIL PRODUCTS

Tires—Batteries—Accessories